Approved For Release 2007/10/19 : CIA-RDP85B01152R000400460001-5

TRANSMITTAL SLIP	DATE 2 Nov 83
TO: DDA/Registry	
ROOM NO. 7D18	BUILDING Hqs
REMARKS:	
FROM: DDS&T	
ROOM NO. 6E60	BUILDING Hqs

FORM NO. 241 REPLACES FORM 36-8 WHICH MAY BE USED. (47)

STAT

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83-3014

DDS&T-848-83

28 NOV 1983

MEMORANDUM FOR: Director of Personnel

VIA: Deputy Director for Administration

FROM: R. E. Hineman
Deputy Director for Science and Technology

SUBJECT: Displays for Recruitment Offices

Bob —

1. Your idea of making recruitment offices more attractive and adding meaningful displays is a good one. In considering ways to develop and present the displays, several thoughts come to mind that you may wish to consider.

2. We found in considering a DS&T display that coordination across diverse activities of our offices will require a significant amount of work to produce a concise portrayal of our business. It turns out that we have a goodly amount of unclassified information we can use, but the integration of that information into a unified DS&T theme will not be easy. Our discussions with your office indicate that the same problem may exist across the Directorates of the Agency. It, therefore, occurs to me that perhaps the most effective way to develop displays projecting a desirable Agency image would be to have a professional promotional agency do it. This suggestion in no way reflects on the Agency graphics capabilities, but speaks more to the problem of composing display materials to represent a summary of what the Agency's business is about without having it appear to be an amateur show-and-tell exercise. This approach would automatically develop a coordinated theme across the Directorates and at the same time be a polished presentation. This approach probably would be more expensive than doing it ourselves, but the added cost may be worth it. We would gladly work with a professional firm in such an Agency endeavor and suggest your office be the focal point for its organization.

3. Otherwise, I would develop suitable DS&T wall hanging displays covering selected activities of the Directorate and provide them to you for use in Agency recruitment offices.

STAT

R. E. Hineman

83-3014

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Date

ROUTING AND TRANSMITTAL SLIP

TO: (Name, office symbol, room number, building, Agency/Post)	Initials	Date
1. EO/DDA		20 NOV 1985
2. ADDA		29 Nov 85
3. DDA		
4.		
5.		

	Action		File		Note and Return
	Approval		For Clearance		Per Conversation
	As Requested		For Correction		Prepare Reply
	Circulate		For Your Information		See Me
	Comment		Investigate		Signature
	Coordination		Justify		

REMARKS

cy to D/OL ? Jane
Yes 20 Nov 85

DO NOT use this form as a RECORD of approvals, concurrences, disposals, clearances, and similar actions

FROM: (Name, org. symbol, Agency/Post)	Room No.—Bldg.
	Phone No.

5041-102

OPTIONAL FORM 41 (Rev. 7-76)
Prescribed by GSA
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